



County of Los Angeles CHIEF EXECUTIVE OFFICE

713 KENNETH HAHN HALL OF ADMINISTRATION
LOS ANGELES, CALIFORNIA 90012
(213) 974-1101
<http://ceo.lacounty.gov>

WILLIAM T FUJIOKA
Chief Executive Officer

April 30, 2008

Board of Supervisors
GLORIA MOLINA
First District

YVONNE B. BURKE
Second District

ZEV YAROSLAVSKY
Third District

DON KNABE
Fourth District

MICHAEL D. ANTONOVICH
Fifth District

To: Supervisor Yvonne B. Burke, Chair
Supervisor Gloria Molina
Supervisor Zev Yaroslavsky
Supervisor Don Knabe
Supervisor Michael D. Antonovich

From:  William T Fujioka
Chief Executive Officer

LOS ANGELES COUNTY STORMWATER QUALITY FUNDING INITIATIVE AWARD CONSULTANT CONTRACT (ITEM NO. 53, AGENDA OF MAY 6, 2008)

Item No. 53, on the May 6, 2008 agenda recommends that your Board, Acting as the Board of Supervisors of the County of Los Angeles and the governing body of the Los Angeles County Flood Control District: 1) award a contract to Moore Iacofano Goltsman, Inc. (MIG), in the amount of \$4,187,000 and delegate authority to the Acting Chief Engineer of the Los Angeles County Flood Control District, or his designee, to execute the contract and to increase the maximum obligation up to an additional 15 percent of the original sum for a total contract amount of \$4,815,000; 2) approve a Fiscal Year 2007-08 Appropriation Adjustment to transfer \$1,315,000 from the Provisional Financing Uses budget unit to the Chief Executive Office budget; and 3) direct the Chief Executive Office to provide the Board with recommendations for membership of the Blue Ribbon Task Force.

The purpose of the contract is to determine how to best implement a stable and long-term regional funding mechanism that would finance the construction, operation, and maintenance of local and regional projects that address water quality. The following is provided to supplement the information regarding this agenda item.

Stormwater Quality Briefings

A written status report of progress, tasks completed, and tasks for the subsequent month will be produced and distributed to Board Deputies at the monthly Stormwater Quality Briefing meetings.

Languages Selected for Printed Media

The scope of work for this project includes printed documents and website content in English, Spanish, and Chinese, with the option to include additional languages for the same price as Chinese. Data recently obtained indicates that Tagalog or possibly Korean may be the third most commonly spoken language in Los Angeles County. The Chief Executive Office and Public Works will consult with Registrar-Recorder/County Clerk, County Counsel, and your Board to determine which languages are most appropriate for printed media.

Decision Points

At key points in the process, the Board of Supervisors will have an opportunity to review the progress of the project and to determine whether or not the project should continue to proceed forward. If the Board concludes there is sufficient support to move forward, the project will advance. If, however, the Board determines there is not enough support, the project will be halted and no further expenditures will occur. A description of the decision points is provided below.

• Decision Point 1: January 2009 \$1,256,000 (approximately)

The Consultant will have completed a survey of residential property owners to determine support for a fee, the fee threshold and the level of community education that will be required to successfully pass a Stormwater Quality Funding Measure. The Consultant will provide a written summary of ongoing and completed tasks and related recommendations. Tasks that will be addressed by this point include:

1. Strategic planning and coordination meetings with the project team and monthly reports for the Board deputies
2. Stakeholder interviews and presentations
3. Project Team website content
4. Presentation materials
5. Draft list of high-level Water Quality Improvement Projects
6. Preliminary fee and allocation options
7. Preliminary ballot language

8. Blue Ribbon Task Force members appointed
9. Advisory Committees meet
10. Stakeholder newsletter
11. Residential property owner focus groups and telephone survey

• **Decision Point 2: June 2009** **\$837,000 (approximately)**

The Consultant will have completed a commercial property owner survey, held additional Advisory Committees meetings and interviewed members of the Blue Ribbon Task Force to determine if a Stormwater Quality Funding Measure is feasible. The Consultant will provide a written summary of ongoing and completed tasks and recommendations. Tasks that will be addressed by this point include:

1. Strategic planning and coordination meetings and reports
2. Residential property owner focus groups
3. Blue Ribbon Task Force interviews and meetings
4. Advisory Committees meet
5. Public Website content
6. Final Water Quality Improvement Project list
7. Final rate and revenue structure
8. Draft Engineer's Report
9. Outreach to community leaders

Cumulative contract expenditures by June 2009 are projected to be approximately \$2,093,000.

• **Decision Point 3A: September 2009** **\$628,000 (approximately)**

The Board of Supervisors, acting as the Board of the Los Angeles County Flood Control District, will vote on whether to send official notices to property owners of the proposed Stormwater Quality Funding Measure and conduct a Protest Hearing in December 2009. The Consultant will provide a written summary of ongoing and completed tasks and recommendations. Tasks that will be addressed by this point include:

1. Strategic planning and coordination meetings and reports
2. Blue Ribbon Task Force meeting and commitment letter
3. Ballot
4. Ballot Focus Groups
5. Final Phone Survey
6. Stakeholder newsletter
7. Fact Sheets
8. Speakers Kit
9. Press Releases
10. Final Engineer's Report
11. Fee Ordinance
12. Ballot Notice
13. Property owner hot line

Cumulative contract expenditures by September 2009 are projected to be approximately \$2,721,000.

• **Decision Point 3B: December 15, 2009** **\$837,000 (approximately)**

The Board of Supervisors, acting as the Board of the Los Angeles County Flood Control District, will determine if there is a majority protest of property owners and whether to send official ballots to property owners to vote on a proposed Stormwater Quality Funding Measure. The Consultant will provide a written summary of ongoing and completed tasks and recommendations. Tasks that will be addressed by this point include:

1. Strategic Planning and Coordination meetings and reports
2. Stakeholder Newsletter
3. Property Owner Fact Sheet
4. TV Information Spots
5. Final ballot
6. Reminder postcard

Cumulative contract expenditures by December 15, 2009 are projected to be approximately \$3,558,000. Additional costs after the third decision point are projected to be approximately \$629,000, with a cumulative contract total of \$4,187,000.

Background on Contract Consultant Team

MIG: Prime Consultant

MIG is the lead consultant on this project and will be responsible for strategy, design, and coordination. Their experience includes successful storm drainage user fees for the City of Rancho Palos Verdes and the cities and unincorporated areas of Ross Valley in Marin County. Currently they are working on a countywide storm drainage user fee for the County of Sonoma, a zone-based storm drainage user fee for the County of Alameda, a ½ cent sales tax for flood protection and water quality in Napa County, a special tax for creek stewardship and flood protection for the Santa Clara Valley Water District, and Flood protection/watershed management plans for the San Gabriel, Rio Hondo, Santa Clara, Merced, Pajaro, American, Napa, Russian, and Truckee Rivers.

For additional information about MIG please visit their company website at www.migcom.com. It should be noted that the spelling of MIG in the Board letter is incorrect; the correct spelling is Moore Iacofano Goltsman, Inc.

Fairbank, Maslin, Maullin & Associates: Sub-Consultant

Fairbank, Maslin, Maullin & Associates will lead the opinion research tasks of the project. Their experience includes directing polling for the successful water quality Measure O for the City of Los Angeles and Measure V for the City of Santa Monica. They were also responsible for the initial polling and focus groups for a prior water quality funding report of the Los Angeles basin. This firm has been instrumental in statewide campaigns in California, Washington and Florida that have resulted in public approval of billions of dollars worth of bonds for clean water, parks and open space.

Judith Wilson & Associates: Sub-Consultant

Judith Wilson & Associates will provide strategic consultation, as well as direct support in education, stakeholder outreach, opinion research and ballot measure structuring. This firm has worked for the City of Los Angeles in the development of the Integrated Resources Plan for the city's award-winning water, wastewater and stormwater programs, and also assisted in the preparation of the City of Los Angeles's Proposition O which passed with a 76 percent approval.

MuniFinancial/Willdan: Sub-Consultant

MuniFinancial/Willdan will lead the financial planning and revenue allocation portions of the project. This consultant has extensive experience with developing revenue sources for critical infrastructure needs—in both the pre- and post-Proposition 218 eras—including a ½ cent sales tax for flood protection and water quality in Napa County and the Ross Valley Flood Control and Watershed Plan and Proposition 218 ballot measure. They are currently involved with the Alameda County storm drainage user fee, and management of Measure A, flood protection and watershed improvement projects in the upper Napa Valley cities of Yountville, St. Helena and Deer Park.

The Robert Group: Sub-Consultant

The Robert Group will provide strategic consultation, as well as targeted education and stakeholder outreach for the project. This firm is expert in crafting strategic approaches and compelling messages to generate public awareness of, and support for, large public works projects, including the Los Angeles River Revitalization Master Plan, Los Angeles Alternative Municipal Solid Waste Disposal Technologies Project, and Los Angeles Department of Public Work's Stormwater Management Program.

Each Supervisor
April 30, 2008
Page 7

Valencia, Pérez & Echeveste, Inc.: Sub-Consultant

Valencia, Pérez & Echeveste, Inc. will provide education and outreach strategies for the project, with particular focus on Latino communities and stakeholders. Through their leadership, the California Latino 5-a-Day Campaign won six awards for communications excellence and many of their programs are used as models for national application.

Colantuono & Levin: Sub-Consultant

Colantuono & Levin will serve as outside legal counsel for Proposition 218 matters. This firm is among the state's leading experts on the law of local government revenues and has been involved in almost every appellate case involving Propositions 62 and 218 since 1989 as counsel, amicus counsel, or a consultant to counsel. Mr. Colantuono was appellate counsel for the successful local government in the California Supreme Court's 2004 Proposition 218 decision, *Richmond v. Shasta Community Services District*. He served on the committee that drafted the League of California Cities Proposition 218 Implementation Guide and chaired the subcommittee that drafted what became the "Proposition 218 Omnibus Implementation Act of 1997."

If you have any further questions regarding this Board agenda item, please contact Lari Sheehan at (213) 893-2477, or via e-mail at lsheehan@ceo.lacounty.gov.

WTF:LS
MP:HB:os

c: Executive Officer, Board of Supervisors
County Counsel
Acting Director of Public Works
Acting Registrar-Recorder/County Clerk